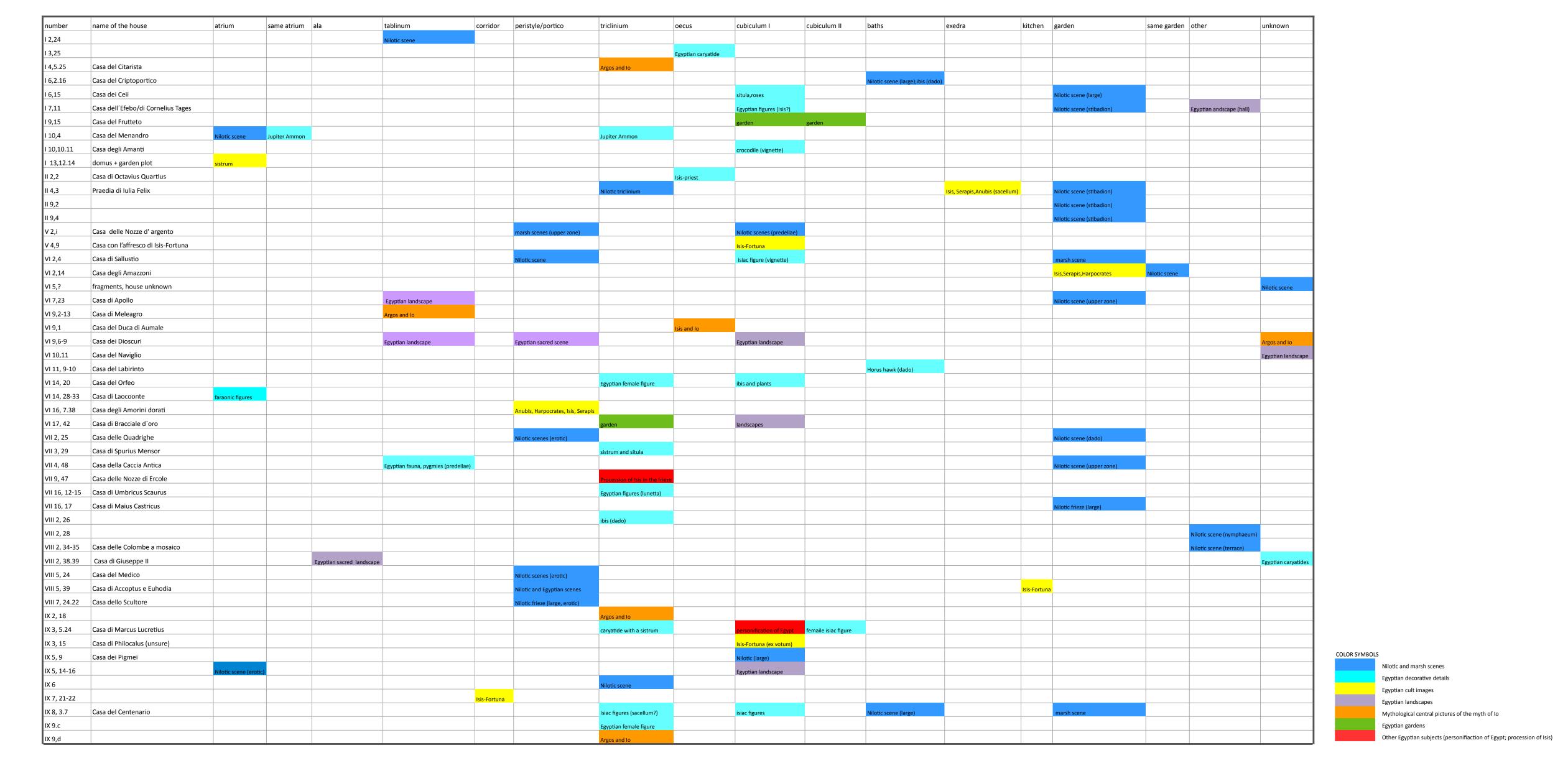
EGYPTIAN MOTIVES IN POMPEAN HOUSES ACCORDING TO ROOM TYPES



My statistical research on Egyptian Motives in Pompeian wall paintings reveals unwritten social codes. By collecting data of all Egyptian motives of Pompeian frescoes and their contexts it is possible to deduce some spatial and social patterns. In contemporary society unwritten rules affect our modes to dress and decorate quite strictly, but it was even more important to "do the right thing" in ancient Roman hierarchical society. When Vitruvius and Cicero underline the importance of propriety, the former use the Latin term *decor* and the latter *decorum*. Appropriate behaviour was manifested through correct ornaments of Roman rhetoric, clothing and architecture taking into account social status and context.

The Romans decorated their walls with Greek themes but a specific proportion of motives alluded also to Egypt. Tonio Hölscher has defined Roman art as a semantic language. He notes how the Romans combined already established imagery of Greek art into new combinations and by doing so they created new messages that served for Roman communication (Hölscher 2004). The same is valid for Egyptian motives.

According to my study, Egyptian images were depicted in wall paintings of 62 Pompeian buildings homogeneously in the urban texture of Pompeii. Of these 52 were houses, while two were bars and one a bakery. Egyptian subjects could be found in five public buildings: the Temple of Isis, the Temple of Apollo, the *Macellum*, the Baths of Sarno and the Suburban Baths. Egyptian images were also painted in the suburban Villa of the Mysteries and the Tomb of *Vestorius Priscus*. My statistical research concentrates on Egyptian motives in Pompeian domestic frescoes. I have found a total of 79 rooms in 52 Pompeian houses decorated with Egyptian details (fig. 1).

Egyptian images are spread sparsely and homogeneously among Pompeian houses: most of houses had only one room decorated with some Egyptian theme, and generally Egyptian images were depicted far away from the main visual axis. Paul Zanker notes that Roman public art is highly political, whereas domestic wall paintings lack clearly expressed political messages (Zanker 2002, 214). The domestic political arena in the *atrium* and *tablinum* rarely included Egyptian subjects. This suggests that Egyptian motives in domestic context were not chosen based on political interests of the owner. Eight houses included Egyptian cult images.

The whole spectrum of Egyptian images

Egyptian images of Pompeian wall paintings can be divided into seven groups: 1) Nilotic scenes represent pygmies and exotic animals; 2) Egyptian decorative details - such as caryatides, human and divine figures, objects of the Isis cult, as well as Egyptian flora and fauna; 3) Egyptian cult images are reminiscent of Pompeian *lararium* paintings; 4) Egyptian landscape vignettes depict Egyptian architecture; 5) Mythological pictures of the myth of lo are pendants: lo guarded by many-eyed Argos and lo in the Canopus received by Isis; 6) Painted garden rooms with Egyptian details; 7) The personification of Egypt (or Africa) is a female figure with an elephant headdress (for the discussion of these seven image groups: Koponen 2017).

Pompeians used Egyptian decorative motives moderately. But it is clear that unwritten social codes expected that Pompeian homes needed a hint of Egyptian flavour either in their wall decoration or luxury objects. Highly visible spaces used during the *salutatio*-ritual had rarely Egyptian imagery (4 in the *atria* and 5 in the *tablinum*). Instead 20 gardens and peristyles were decorated with Egyptian themes. Nearly all of them were Nilotic scenes. Images of 15 *triclinia* and 15 *cubicula* alluded to Egypt. They were mostly small decorative details but also three mythological central pictures of Argos and Io were located in the *triclinium*. Exceptionally large Casa del Centenario had four rooms decorated with Egyptian motives. Casa dei Dioscuri and Casa di *Marcus Lucretius* had 3 rooms decorated with some Egyptian figure. All other houses had no more than two rooms decorated with Egyptian details. Thus, my study suggests that all Pompeian patrons avoided underlining their interest in Egyptian culture and cults.

Unwritten decorative codes of the use of Egyptian motives near the year AD 79

- It is advisable to add some Egyptian motives amongst your wall decoration:
- Avoid decorating the entrance, atrium and tablinum with Egyptian images. If you have Nilotic scenes in your atrium let them be in the upper zone only;
- Do not place Egyptian motives near the visual axis of your house. They are more fitting for more remote and hidden spaces when looked at from the entrance, such as the *triclinium*, *cubiculum*, peristyle and garden;
- Use Egyptian decor sparingly! You should not decorate more than two rooms of your house with Egyptian figures. If you have a very large and embellished house you can have maximum 3 rooms decorated with Egyptian motives;
- Decorate your garden and peristyle with the Nilotic scenes;
- The *triclinium* should be embellished either with some small Egyptian decorative details or a mythological central image depicting the myth of Io;
- If you have a large and lavishly decorated house you can add in the vicinity of your garden or peristyle Egyptian cult images of Isis, Serapis, Harpocrates and Anubis. But always remember to dedicate domestic shrines to other Roman deities nearby. Is is wise to paint under figures of these Egyptian gods agathodaemones (a pair of snakes) typical of *lararium* paintings;
- If you live in a modest house or a residential part attached to your bakery you can decorate your kitchen, corridor or bakery with a painted cult image of Isis-Fortuna.

Hölscher T. 2004, *The Language of Images in Roman Art*, translated by Anthony Snodgrass and Annemarie Künzl-Snodgrass, with a foreword by Jas Elsner, Cambridge University Press.

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